

NEW WILLYS-KNIGHT IS ADAPTABLE CAR

Cars for Every Use and All
Kinds of Weather Are
Provided

The new Willys-Knight models of the Willys-Overland Company sound a high note in this week's big automobile show. The Willys-Knight line includes the sedan and touring car models, each remarkable for its adaptability to the varying uses of the automobile and the varying weather conditions.

Each model represents a distinctive achievement in the art of coach building. First glance reveals the unusual charm of the design, its straight lines, the handsome pentagonal hood, the crowned radiators, slanting rain vision windshield—the whole having the appearance of a single unit of vibrationless construction whose snugly fitted interior invites its use in any kind of weather.

The car is of almost entirely new design and construction from the ground up except for the Willys-Knight motor under the hood. Details of the new car's construction have been carefully guarded so that the new models might come as a distinct surprise at the great automobile show. That object has been accomplished, as the admiration of the hundreds constantly trying for a close-up inspection of the cars at the show indicates.

Fewer models, without loss of adaptability to the varied uses of the automobile, is another demand that has been met in the design of the new cars. The Willys-Knight comes in four models. Only two of these are displayed in the big show, but the sedan, the coupe, touring car and the roadster and a chassis are shown at the Willys-Overland branch at Broadway and Fifth street. This Willys-Knight line provides cars for every possible use over the entire year. The demand for economy due to the present day high costs has been met to a remarkable degree through the medium of chassis as well as engine improvements. The perfect chassis balance of the new Willys-Knights assures the maximum of service on fuel and tires.

A specially designed Tilson carburetor, provided with an air heating device which blends the mixture before it passes into the cylinders, gives maximum efficiency with all grades of gasoline. The pressure lubrication system,

throttle controlled, tends to strictest economy in the use of oil. Maximum of riding comfort is obtained by long, flat, flexible springs, which, underlining in the rear, reduce road shocks and side sway to the minimum. Hand buffed upholstery over Marshall divan springs and seat cushions (lifted European fashion) give deep and luxurious seating comfort.

OVERLAND HAS REAL SENSATION

Show Crowd's Interest Is Attracted to Beautiful New
Light Overland Four.

Distinctive in body lines and of unusual quality in mechanical achievement, the new Overland Four models of the Willys-Overland Company are a feature of the automobile show.

The new Overland Four marks the greatest advance in years in light car construction. The models displayed are attracting unusual attention because of new engineering ideas which provide high priced car comforts at small operating and maintenance costs.

Salesmen in charge of the Willys-Overland booth in the automobile show are besieged constantly with questions concerning three-point suspension triplex springs which give the Overland Four models a cushion between road shocks and the car body, providing a riding comfort hitherto unknown in light cars.

This particular improvement, an exclusive Overland Four feature, is regarded as the most notable achievement of automobile engineers in years. Some have termed it the greatest improvement in motor car comfort since pneumatic tires.

The interest manifested in the Overland Four touring models is emphasized with earnest "ahs" of admiration over the sedan models. The sedans are finished in Copenhagen blue; the body lines are beautiful. The sedan models are making especial appeal to women.

Overland Four not only satisfies the demand for a light, economical, comfortable car, easy to handle in traffic, but it is in every particular a quality car. Light weight and reliability could not be combined without the best of materials.

The triplex springs, for example, are of chrome vanadium steel. The front axle, steering gears and arm, the steering knuckles and knuckle arms, propeller

shaft, axle shafts, transmission gears, axle drive, gear and pinion, clutch shaft, valve tappets and all important keys and bolts are of alloy steel.

The frame of the car is of heavy 3-16 inch steel pressed into channel form 3 1/2 inches deep and 1 1/2 inches wide. The body of the car is of heavy pressed steel. The fenders also are of heavy pressed steel. It is only because of this all steel body that the Willys-Overland Company is able to give it that high gloss, permanent finish.

Quality in Overland Four goes further than materials. It applies to design which has given that perfect balance that means years of life to the car and economy of operation and upkeep.

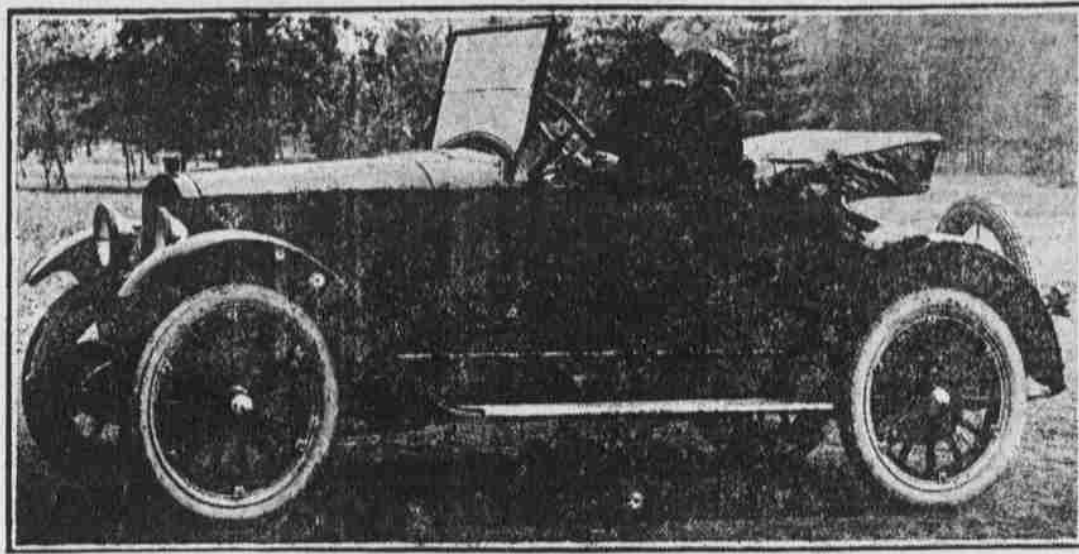
CROW-ELKHART PLEASES.
Smart Design and Sturdiness Mark All the Models.

The motor show exhibits of the Crow-Elkhart Motor Corporation, Elkhart, Ind., reveal several new models of unusually smart design and excellent mechanical construction.

Both the sedan and touring car embody the latest ideas of motor car design. The slim lines of the hood and body extend without break from radiator to rear. The running boards are low the molded fenders are gracefully sweeping. In the sedan there is the V-type wind shield, perfectly fast top, wide silent lowering windows and square wide opening doors.

The interior of the Crow-Elkhart sedan is finished in heavy whipcord with nickel fittings, silk window curtains,

New Cleveland Light Six Roadster—A Beauty.



rich, heavy carpeting, cut glass dome and step lights, smart vanity case and smoking set, adjustable foot rail and robe rail. In the open models the upholstery is of pleated leather conforming to the finish color of the car.

The mechanical units of the new Six

are standard parts of new value. The Berg & Beck clutch, Zenith carburetor, Exide batteries, Parrish & Bingham frame, Thermoid-Hardy friction lead, universal joint and other equally well known units are standard equipment on the Crow-Elkhart.

WHOLE OF KISSEL LINE IS EXHIBITED

Six Models of Custom Built
Cars Are on View at
Show.

By GEORGE A. KISSEL,

President Kessel Motor Car Company.

At the New York National Automobile Show this year the Kessel Motor Car Company is displaying its entire line of custom built models, which the resources and facilities of our factory have been concentrating on for over a year.

The models exhibited are the custom built coupe, sedan, urban sedan for the closed cars, the tourster, speedster and touring for the open cars, and in addition we are showing a complete custom built chassis with the new custom built motor.

Just how the idea originated of our turning out a custom built automobile on a single standardized custom built job came about by our metropolitan distributor suggesting that we meet the growing demand for custom built motor cars for those aristocratic motorists who

find it necessary to own an automobile with the individual appeal of the made to order job without the importer's price tag attached to it, a car that would match their social standing and meet their ideas of the ultra in appearance—a motor car that would prove equal to a "bit of sport" without taking the other fellow's dust.

In other words, they desired an automobile possessing all the made-to-order features and specifications the distributors would demand if they were building it.

Thus "custom built" to them meant, in effect, building to order by the same process involved in building a single car according to individual specifications. By this same process was the Kessel custom built six created. This search covered every detail of mechanical construction and development throughout this chassis. If there was a part or unit that had not through long years of hard service proved its merits, then something special was devised by our own engineers and manufactured in our own factories to supplant it.

Take our brakes, which are decidedly a custom built feature, as they are of the double external contracting type, the most powerful and sturdy brakes made.

Still another important custom built feature is the chassis oiling system. We have replaced grease cups as far as is practical with oil cups, using only two grease cups, which are located on the water pump, where they are accessible. Wherever lubrication is required a large

oil cup is found, making filling very easy, without even getting your hands dirty.

The Kessel custom built motor is designed and built at the Kessel factory especially to provide a proper power and speed range for a car of its size, weight and capacity.

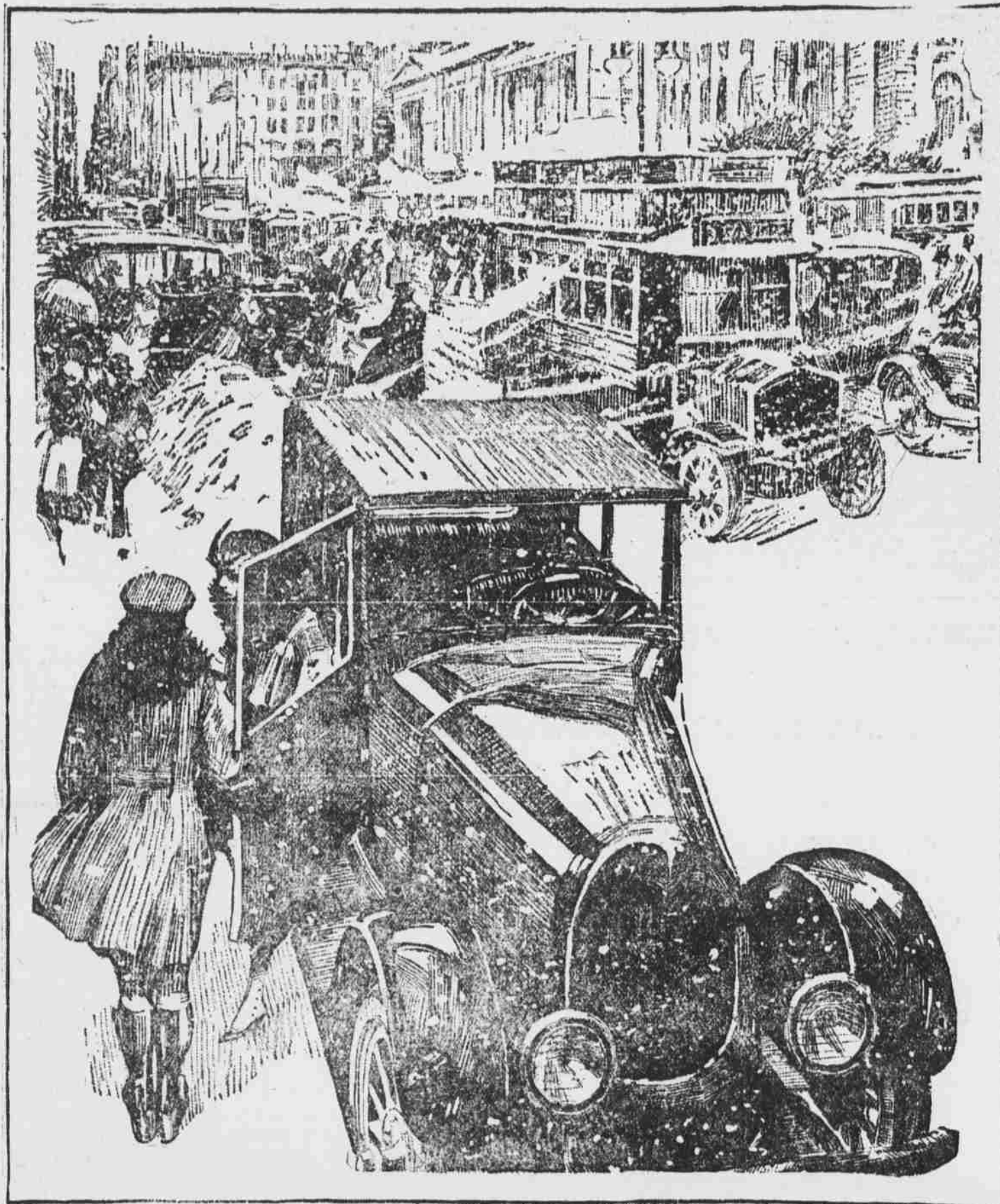
An exclusive custom built feature of this motor is that of the perfection of the new Kessel automatic oil control, which gives absolute control of the oil supply, insuring a sufficient amount of oil under the most strenuous conditions and still not too much oil when using too little power.

And then we came to the body that was to clothe this custom built chassis—that, too, must be hand made. So the custom shops at the factory, with its small army of skilled woodworkers from many countries, were put to work under the supervision of our staff of body designers and body builders.

In designing the custom built the dull monotony of effect caused by the tiresome and common jargon of lines and curves was eliminated. The Kessel body craftsmanship and artistry, which built an enviable reputation for Kessel bodies in the past, was asked to produce an ensemble of effect comparable to the exclusive foreign thoroughbred.

USES FEDERAL TRUCKS.

The American Tobacco Company in New York City is now making deliveries with Federal trucks. "Lucky Strike" and other well known brands of cigarettes are thus delivered to the retailers.



HOLMES Improved Air Cooled

Roads and weather are no longer masters of a motor car; the price of economy is no longer restricted seating capacity and cramped discomfort

At your service on a minute's notice, regardless of weather or road conditions—this is the Holmes Air-Cooled Car, carrying you in comfort and security whether it be in the most severe cold of winter or extreme heat of summer; whether you are travelling over smooth boulevards, rough frozen streets or rutty country roads.

More you cannot expect from any car; equal service you can obtain in none but the Holmes.

Pride in the ownership of a Holmes is served by the distinction secured through quiet refinement of accepted lines rather than through an attempt to build the unusual at the sacrifice of dignity. Satisfaction is served by proper body dimensions for the comfortable seating of all passengers, with accommodation for seven passengers in the touring car and sedan.

Holmes Improved Air-Cooling does away with freezing in winter, boiling in summer; aeroplane type valve construction, eighteen valves, all in the head, with dual exhaust valves give a smooth, flexible power range; full elliptical springs on a flexible chassis smooth out the roughest roads and keep out all unusual jolts, protecting the body against squeaks and rattles.

Fuel consumption averages 18-20 miles to the gallon; tire service is better than 10,000 miles to the set.

Shown at Space C-20
Third Floor
Grand Central Palace

Holmes Motor Car Corporation
7 Central Park West, New York City

Mallon Motor Car Company
296-298 Washington Street, Newark, N. J.
FACTORY: CANTON, OHIO.

REO

See the Reos
—the New Reo Six
in the passenger—
and the famous
Speedwagon
in the truck
division—
and you
have seen the show

Reo Motor Car Co. of New York, Inc.

Manhattan Branch Broadway at 54th St.
Brooklyn Branch 1380 Bedford Avenue
Newark Branch 37-39 William Street
New Rochelle Branch, 184 Main Street

Factory—Lansing, Michigan